

By Royal Appointment to



HIS MAJESTY THE KING.

 MEDICAL
RECEPTION

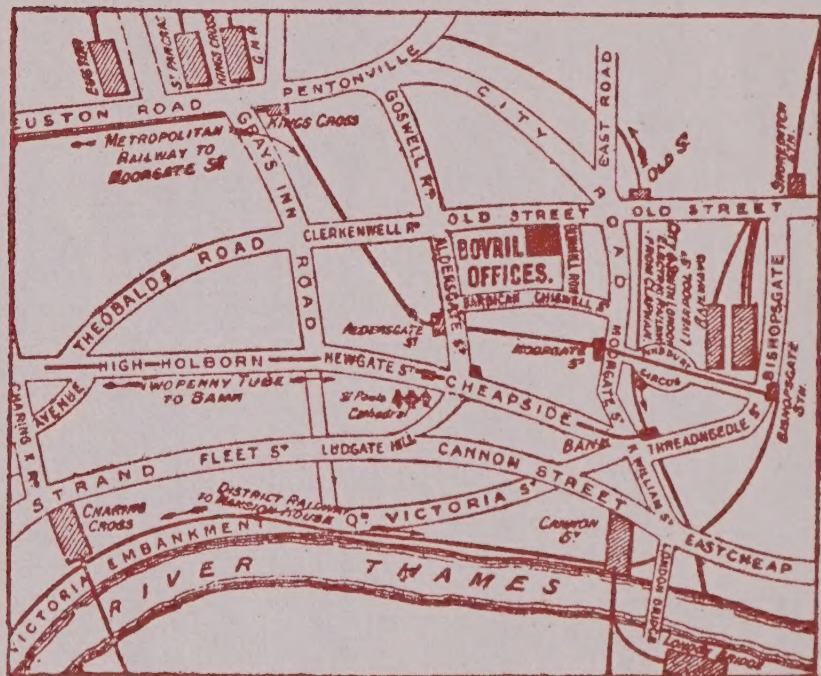
Thursday, 26th January, 1911.



BOVRIL, Limited,
152 to 166, OLD STREET,
LONDON, E.C.

NEAREST RAILWAY STATIONS.

Old Street.—Electric, G.N., and City and South London.
Aldersgate, Moorgate—Metropolitan Railway.



This Map shows the several ways of reaching Bovril Premises by the Metropolitan and various Railways.



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A
Medical Reception

WILL BE HELD IN
THESE PREMISES ON

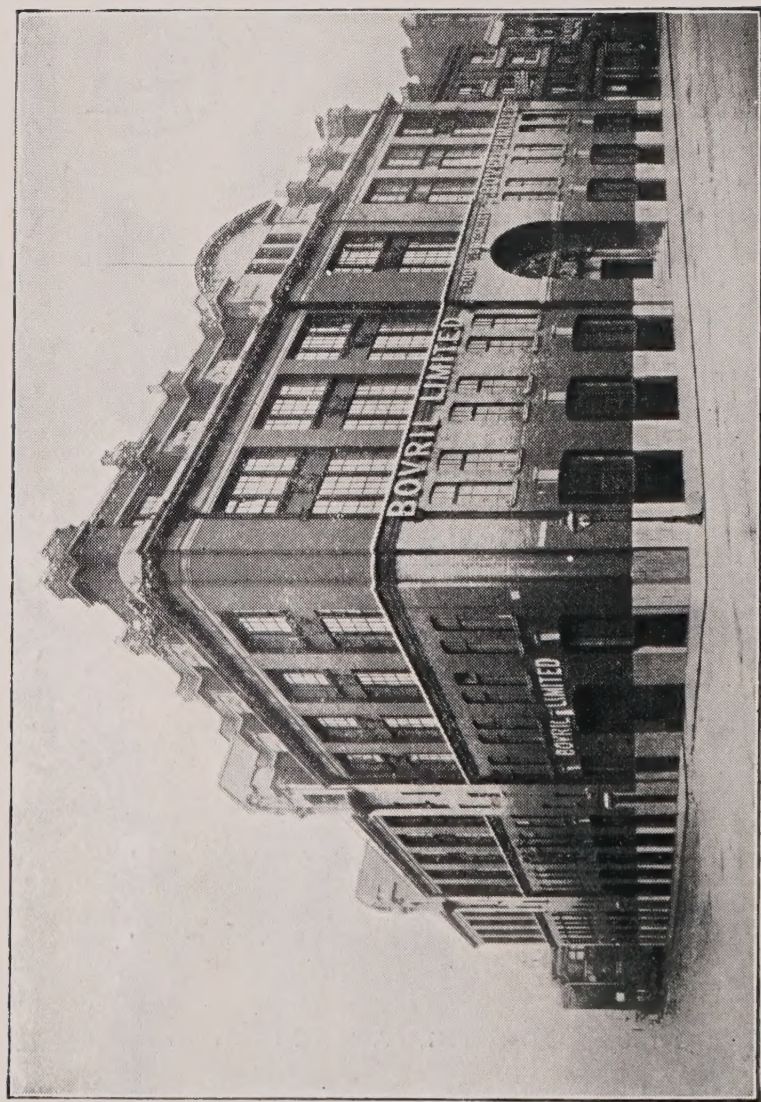
THURSDAY, 26TH JAN., 1911,
at 11.30 a.m.

LUNCHEON PROVIDED.

Guests on arrival
will be received by

THE EARL OF ERROLL, K.T., C.B.,
and
THE DIRECTORS OF BOVRIL, LTD.,

152-166, OLD STREET, LONDON, E.C.



OLD STREET, BUNHILL ROW, AND BANNER STREET, LONDON, E.C.

By Royal Appointment



TO H.M. THE KING.

THESE premises, built from designs by Mr. H. V. LANCHESTER, Architect, are the finest of their kind in London. They are of fireproof construction, with all columns and beams embedded in cement. Some of the floors are 16 inches thick.

The plant and machinery is the very latest, and all machines above ground level are driven by electric motors, the current being generated by our own dynamos. Our Artesian well gives us a large supply of splendid pure soft water. The water is pumped 500 feet, up to the immense tanks on the roof.

The bottle stores are supplied with overhead tramways for the easy movement of heavy crates and barrels.

All sanitary arrangements are in separate blocks, away from the main buildings.

No expense or trouble has been spared in making these premises the finest and most suitable for their purpose.

The immense flat roofs are used as recreation grounds.

Already the present premises have been outgrown by our trade, and a large additional building with a floor area of 35,000 square feet is now fully occupied.

**WELLCOME
LIBRARY**

A limited number of visitors may leave
pam their Coats, Umbrellas, etc., at the counter
before inspecting premises.

WA 695

1911

B 78 m

THE premises being large, visitors will not be put to the trouble of inspecting the open-air promenade on the flat roof of the warehouse, or of viewing the top floor, which is devoted to staff dining rooms, caretakers' quarters, etc.

The rooms visited will be taken in the order that saves walking, even at the disadvantage of departing from the order of the manufacturing stages.

It will be noticed that all through the process BOVRIL IS NEVER TOUCHED BY HAND, and the most scrupulous cleanliness is observed.

Visitors, after being received by Directors, will proceed to 3rd floor *via* North-West Staircase.

ROOM No. 1.

Occupied as stock room. Advertising novelties, show-cards, tablets, labels, wrappers, etc., are kept here. There are other large store rooms filled with advertisement matter, show-cards, and posters, at our premises in Craven Street, E.C.

ROOM No. 2.

Includes the laboratories, Bovril Lozenge drying room, etc. Also contains stocks of labels, wrappers, etc. All materials that **enter** the factory, and all goods that **leave** the premises, are analyzed by our chemical staff to ensure a uniform standard of excellence.

ROOM No. 3.

Milling is carried on in the space partitioned off; the object of this process is to grind to fine powder the albumen and fibrine of beef, which arrives in a granulated condition. It is this product that constitutes the peculiar and valuable feature of Bovril. Without it, Bovril would be little better than ordinary Liebig's Extract or home-made beef-tea.

An interesting confirmation of the value of this process is to be found in Sir William Roberts' book "Digestion and Diet," page 184, with the exception that the process recommended by Sir William Roberts (which is the use of the exhausted beef after the beef-tea has been made)

has been improved upon in the Bovril process, where fresh meat is used to supply the powdered albumen and fibrine.

The dried beef comes from the Bovril Estates in Argentina in hermetically sealed tins. It is put through various milling and sieving processes before being incorporated with the Extracts and Essences.

ROOM No. 4.

The Plant in this room consists of huge digestors, revolving evaporators, vacuum and other jacketted pans, and is used in making Essence of Meat, Beef Juice, Sauces, etc., etc.

ROOM No. 5.

Mixing and Blending is carried on in this room. The various Extracts and Essences (the manufacture of which forms a large Colonial Industry) are mechanically mixed with the albumen and fibrine of beef. The albumen and fibrine used is manufactured by a special process which eliminates all

moisture from the beef, and this ensures its keeping indefinitely.

After blending, the Bovril is mechanically sieved en route to the Bottling Department in No. 10 Room.

ROOM No. 5a.

Government Rations, Arctic Expedition, and various desiccated, compressed, and preserved foods will also be found on show.

In addition to the large quantities of Rations supplied for the South African and Egyptian Campaigns, the following Expeditions have also been supplied with an assortment of Rations and special foods suitable for the climate:—

Nansen Polar Expedition.

Jackson-Harmsworth Expedition.

Duke of Abruzzi's Expedition.

Borchgrevink Antarctic Expedition.

The Royal Antarctic Expedition.

The Scottish Antarctic Expedition,

The Zeigler-Baldwin Expedition.

Wellman Polar Expedition.

Capt. Younghusband (Chitral Campaign)

M. André's Polar Balloon Expedition.

Ashanti & Benin Expedition.

Dr. Nordenckjold

*(South Polar Expedition per ss.
Antarctic, October, 1900).*

Capt. Wiggins' Kara Sea Expedition.

The National Antarctic Expedition.

The Shackleton Antarctic Expedition.

All our expeditionary foods have stood the severest tests. In one of the most recent instances Captain Scott, of the "Discovery," writes, 21st October, 1904 :—

"The Bovril used on board the 'Discovery' gave every satisfaction.

The Bovril beef products used on sledge journeys were found to be excellent."

Povril keeps indefinitely; one of our customers kept a bottle of it 17 years and found it quite good.

ROOM No. 5b.

VIROL—an emulsion of Bone Marrow (red marrow extracted with chemically pure glycerine from ox- and calf bones), Eggs, Lime Salts (representing the shells), Malt Extract, and Lemon Juice — is

manufactured in this room. Virol has already been adopted in a large number of Hospitals and Institutions as a food of very high nutritive value. It has advantages over Cod-Liver Oil, and is free from the nauseating effects of oil. Virol has given very satisfactory results in Wasting Diseases, Anaemia, and Rickets. Many Doctors recommend the addition of Virol to the milk in the feeding bottle.

Visitors will proceed to No. 6 Room by North Staircase.

ROOM No. 6.

Used as a packing room for Bovril Cocoa and Chocolate, Kudos Cocoa and Chocolate, Virol, Meat Juice, Essence of Meat, various Sauces, Bovril Lozenges, etc., etc.

ROOM No. 7.

ULTRAMICROSCOPIC CINEMATOGRAPHY.—During the afternoon a special demonstration will take place of the truly marvellous cinematograph films, illustrative of certain physiological phenomena and the life of microscopic human parasites as

shown at the recent Annual Dinner of the Royal Society of Medicine.

The collection includes living demonstrations of Tick Fever, Sleeping Sickness, Vincent's Angina, and Syphilis, as also a demonstration of the phenomenon of Agglutination of the Spirochaetes of Fowls, etc., etc.

ROOM No. 8.

Used for labelling, wrapping, and packing of our various specialties, such as Wild Cherry Sauce, Kudos and Bovril Cocca, Bovril Chocolate, Virol, Bovril Lozenges, etc., etc.

ROOM No. 9.

Box-making. The wood is delivered cut up in shooks, and is then printed or branded.

It is nailed by ingenious automatic machinery, in which visitors are always highly interested.

Power nailers will also be seen in operation.

Visitors will proceed to No. 10 Room by South-West Staircase.

ROOM No. 10.

Bottle-scraping and Washing Room.

Every bottle before being used is carefully weighed, scraped, and thoroughly washed.

ROOM No. 11.

Bottle-filling Room. The liquid Bovril passes through pipes from the top floor and is sieved en route to this room. The filling is done by girls, who can each do 13,000 bottles daily; the bottles are then tested, washed, capsuled, labelled, and wrapped.

ROOM No. 12.

Used as a labelling and wrapping-room. All hands being paid piecework. Some of the girls are marvellously quick.

All hands in food departments are required to wear uniforms, which are left at the factory overnight.

ROOM No. 13

Packing Room. All the bottles filled in adjoining rooms are here packed in small

boxes, nailed and sent down, ready for despatch, to floor below.

(Thence down by North Tower Staircase to Room No. 14.)

ROOMS Nos. 14, 15, and 16

to-day are used as Luncheon Rooms, but on ordinary occasions are used as Despatch and Shipping Rooms. There is no country in the world where Bovril cannot now be obtained, and in the busy season 100 tons a day are often despatched.

Visitors proceed by South-West Staircase to Room No. 17.

ROOM No. 17.

There are three boilers, 27 to 30 feet long, working at a pressure of 150 lbs., also superheaters and economiser for heating water previous to entering boiler.

Visitors please avoid entering the Dynamo Room, lest their Watches be affected by the Current.

ROOM No. 18.

Engine House, contains:—

One 100 h.-p. Willan's Engine and E.C.C. Dynamo (Combination).

One 100 h.-p. Davy Paxman and E.C.C. Dynamo (Combination).

Two 50 h.-p. Vertical High-speed
Engines.

Two Air Compressors.

Large Electric Switchboard.

Artesian Well (400 feet deep).

Storage Batteries.

ROOM No. 19.

Chocolate and Cocoa Departments.
Various machines, showing the whole
manufacture, from raw beans to the
finished articles.

The various processes of manufacture are
highly interesting and will repay the
attention of visitors.

ROOMS Nos. 20 and 21

will be used to-day as Smoking Rooms,
and for a further cinematograph display.

ROOMS Nos. 22 to 26.

Stores for Bottles, Jars, Meat Extracts
and Essences, Albumen, etc., etc., fitted
with overhead tramways for the easy
manipulation of heavy and bulky goods.

*Visitors will return to 1st Floor by North-
West Staircase and get their
Umbrellas, Coats, etc.*

FINIS.



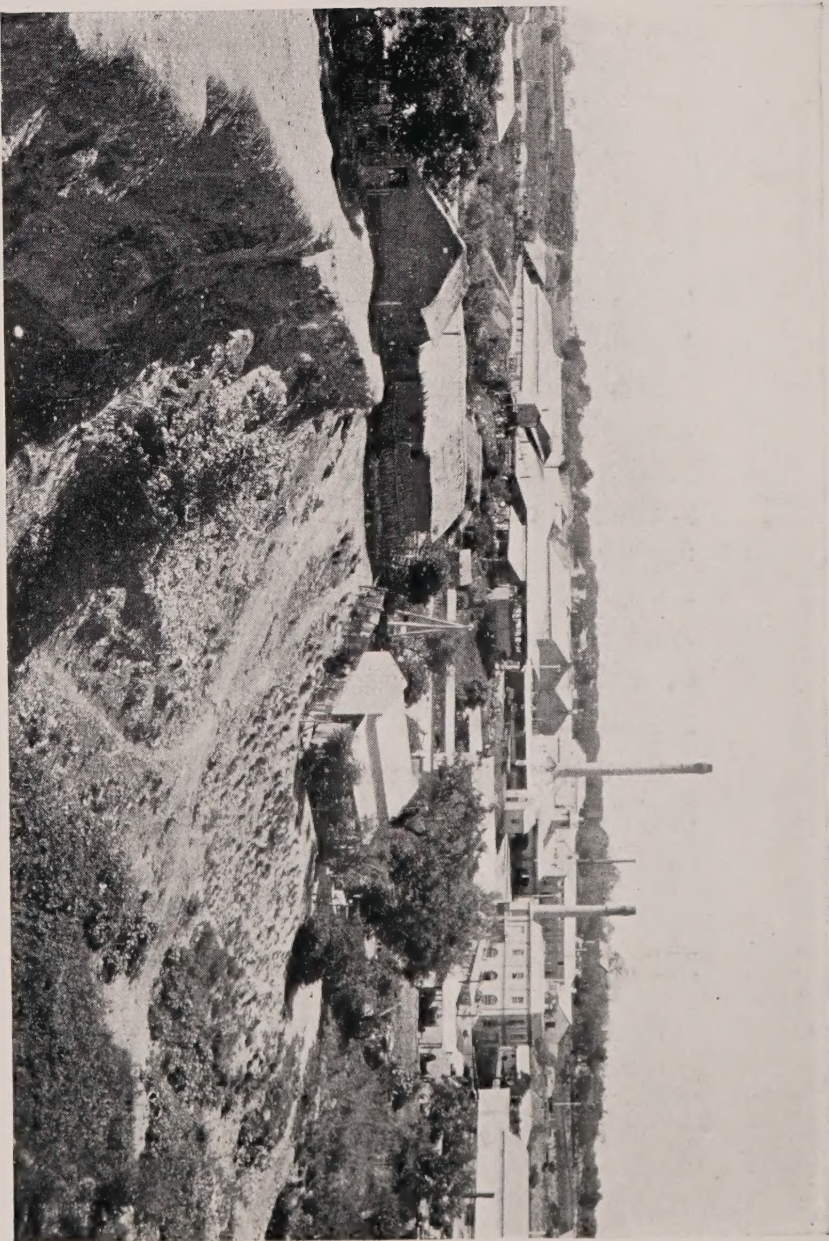
We print on each Invoice a guarantee of absolute purity and conformity to description.

We also arrange that the British Analytical Control shall analyse for the public, free of charge, any unopened package of ours which may be forwarded to them. The British Analytical Control is a body of Public Analysts incorporated for the purpose of upholding the standard of food products.

BOVRIL is in constant use in over 2,000 hospitals and public institutions.



N.B.—“Invalid” Bovril differs from the ordinary preparation in that it is more highly concentrated and unseasoned. It is put up in porcelain jars



ST. ELENA—ONE OF THE FACTORIES OF THE ARGENTINE ESTATES OF
BOVRIL, LTD.

The
Bovril Australian Estates
Limited,

and the

Argentine Estates of
Bovril
Limited

Cover an area of
over

Ten Million Acres

on which there are at least

250,000 Cattle.

By Royal Appointment to



HIS MAJESTY THE KING.

Directors of Bovril, Ltd.

THE EARL OF ERROLL, K.T., C.B.

Chairman.

GEO. LAWSON JOHNSTON,

Vice-Chairman.

SIR JAMES CRICHTON-BROWNE, M.D., F.R.S.

W. E. LAWSON JOHNSTON.

ANDREW WALKER,

DOUGLAS WALKER,

} Joint Managing
Directors.

Trustees.

HIS GRACE THE DUKE OF SOMERSET.

THE RIGHT HON. EARL DE LA WARR.

